
# June 20, 2011 (Monday) Pre-Congress Seminars

**Ministry of Rural Development** **Kossuth Lajos tér 11. Budapest V.**
**CONFERENCE ROOM** **Monday 10:00 – 18:00**

## 1.3. NEW QUALITY AND SAFETY REGULATIONS AND DEVELOPMENTS ON THE AGRIFOOD AREA

**Seminar Chair: Zoltán Kálmán, Ministry of Rural Development, Hungary**

**15.00 Integrated Use of Global Standards to Establish an Effective Traceability System for Food Products**
*Balázs Fekete, GS1 Hungary Non-Profit CPLC, Hungary*

**Fekete, Balázs** (Hungary)

Graduated from the Szent István University in Gödöllő on the Faculty of Economy and Sociology in 2002 as an agrarian engineer economist specialized in marketing. He started working at EAN Hungary (later: GS1 Hungary) at the end of 2002 as a manager assistant. In some years he became an expert in the field of waste management and environmental product tax regulation cooperating with the Hungarian Ministry of Environment and Water which has been still a strategic partner of GS1 Hungary. As an expert of special legislation he took part in several huge IT development projects ordered by the Ministry and later by the Hungarian Customs Authority. He published a lot of articles and books in the field of waste management and environmental product tax. Currently he is a senior consultant at GS1 Hungary leading the eGovernement / State and Public Contacts Department being responsible for relations with the governmental authorities.

**Balázs Fekete, GS1**

**Integrated use of global standards to establish an effective traceability system for food products**

No matter which sector we look at, organisations operating in the supply chains of a given field carry out activities that can be identified and classified globally, in the framework of which they create products or provide services. While creating products and providing services, they need to cut costs and run a more effective corporate operation through which they could achieve a business edge while meeting the legal requirements relevant to the sector. What's more the ultimate target of business and state administration processes is consumers, and providing them with quality services and valuable information is the key to long term success for both businesses and state organisations as well.

With the careful introduction of modern automatic identification solutions, such as radio frequency technology, lineal barcodes or two dimensional signals as well as some closely related standard electronic communication processes covering partly or wholly the administration infrastructure of the food supply chain, the effectiveness and reliability of production, trade transport/logistics, tracking and official processes may be improved considerably.

It is the common interest of market and state players that only safe food products could make their way to the market and to consumers. One of the tools making this goal achievable is making food products traceable and setting up the necessary tracing system. The precondition of the foundation of a well-functioning food traceability system is the definition of unambiguous traceability for food products in relation to organisations, products, locations and documents in the supply chain. As for the physical traceability of products and goods of cross-border food chains, in addition to identification, the application of the appropriate marking system and data carriers is absolutely necessary. Global identification and marking systems establish the conditions of setting up standard electronic communication and on the basis of it databases containing authentic, master, traffic or production information may be created, with the use of which players in state administration can provide authentic information for players in the food chains. Also via these databases food businesses may meet their legal report, registration and other regular data provision requirements quickly and easily and with minimum administration.

In the presentation of GS1 Hungary it will be shown how certain elements of GS1 standards (identification keys and data content identifiers, signals and data carriers, electronic message standards as well as network solutions making data synchronisation and physical traceability possible) and their integrated applications contribute to the realisation of an effective traceability system for food products.

**GS1** is a neutral, non-profit organisation established nearly 40 years ago, operating in the field of global standardisation, automatic identification and traceability. Its headquarters is to be found in Brussels and the organisation is active in 108 countries all over the world through its GS1 Member Organizations. **GS1 Hungary Public Benefit Company** is a member of the international organisation. Today GS1 System is used by over 1.4 million companies in a number of sectors in 150 countries. Among others GS1 MOs operate in the CPG (Consumer Packaged Goods), food, health care, transport/logistics, aviation, national defence, chemical, customs and waste management sectors. Among GS1 System users there are small and medium-sized businesses as well as multinational companies, owners of leading bands, private entrepreneurs, organisations of the state and public administration, consumers and private individuals as well.